

Position Title:	Communications/ Information Officer	Grade Level:	3
Department	Selectmen's Office	FLSA Status	Exempt
Reports to:	Town Administrator		

Statement of Duties:

The Communication Information Officer (CIO) will work directly with Town Administration and be responsible for drafting and disseminating written collateral through various means, including but not limited to the website, correspondence, video, and regular print reports. The CIO is responsible for ensuring accuracy and timely updates of the Town's web page, and working collaboratively to help promote Town initiatives and community events. While the CIO is the point of contact for public information, the CIO will also collaboratively work with Town municipal departments to help provide technical oversight of all platforms and programs related to communication with residents and Town employees, and help extract data points related to residents' issues and the Town's responses.

Supervision Required:

Works under the day-to-day supervision of the Town Administrator.

Supervisory Responsibility:

None.

Accountability:

This position is highly accountable and incorrect actions could result in monetary damages and adverse public relations. Must be experienced in meeting deadlines and high work quality, and establishing good rapport with individuals to promote the Town of Natick.

Judgement:

Skilled judgement is required to successfully complete the essential functions of this position.

Complexity:

Most of the work consists of being able to communicate ideas and information in a concise, user-friendly manner. The CIO must be able to understand complicated matters and explain them thoughtfully, and contribute positive promotion of the Town of Natick.

Confidentiality:

Employee has access to confidential information including client and department records. Strict confidentiality is required.

Work Environment:

The work environment involves everyday discomforts typical of offices, with occasional exposure to outside elements. Noise or physical surroundings may be distracting. Employee may be required to work beyond normal business hours to attend evening meetings and meet deadlines.

Nature and Purpose of Contact:

Position interacts with co-workers, the public to explain or interpret procedures or guidelines, plan or coordinate work, or resolve problems. More than ordinary courtesy, tact, and diplomacy may be required to resolve complaints or deal with hostile or uncooperative persons. Employee may furnish news media with routine information such as meeting agendas, departmental procedures, upcoming events etc.

Occupational Risks:

Duties generally do not present occupational risk with only occasional exposure to risk or stress. Minor injury could occur, however, through employee failure to properly follow safety precautions or procedures. Examples of injury include minor bruises from falls, minor cuts or burns, or minor muscular strains from lifting or carrying equipment or materials. Employee must work with electrical equipment and mobile equipment in various locations.

Essential Functions:

The essential functions or duties listed below are intended only as illustrations of the various type of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

- Provides vision and leadership in the development and implementation of a strategic communication plan, recognizing that various methods that are required to share information with our residents and employees.
- Serve as the point person to regarding creation and maintain of residents' welcome package, and cooperatively working with our community partners to share community events and initiatives.
- Draft a strategic communications plan for the Town, and work with Town partners to implement and promote the Town of Natick within MetroWest.
- Responsible for the planning and use of all communication platforms, and all digital media.
- Work in partnership with external communications resources as needed.
- Build strong relationships with key constituents and the media, and other partners in the private sector, region, and government.
- Assist elected and appointed board accurately maintain information on their respective

pages of the Town's website.

- Develop and maintain a social media presence for all Town initiatives.
- Provide insightful data points regarding the effectiveness of communication methods and solutions to improve communication with various constituencies.
- Create and maintain a coordinated community calendar of events.
- Create and dissemination of all organization communications materials, including monthly and quarterly newsletters as requested by Town Administration. Specifically, responsible for the publication of the Town of Natick Common Guide.
- Monitor all communications materials for quality, accuracy, and timeliness.
- Collaborate with Town Administration and Department Directors to help enhance business development and provide packets of information that for presentations to bond rating agencies and others to help promote economic development.
- Serves as the lead Records Access Officer for the Town of Natick, and helps coordinate responses to constituents who correspond with the Board of Selectmen.

Knowledge, Abilities and Skill

- Expert knowledge of information technology, social media platforms, and other communication avenues.
- Knowledge of municipal operations and services.
- Experience managing and maintaining digital platforms, and appropriately responding to constituent complaints.
- Experience with crisis management and quick dissemination of pertinent information.
- Experience managing relationships – internal and external.
- Technology and media guru on best practices, and developing trends in communication.

Abilities:

- Must be able to think critically and effectively curate complex information into cogent accurate statements.
- Monitor and appropriately respond to complaints that may be highly critical of the Town and its employees with professional and tact.

Recommended Minimum Qualifications:

Education and experience - Bachelor's degree and minimum of five to eight years of related experience in the provision of information technology systems; or experience in working closely with the media, elected officials and municipalities.

Physical and Mental Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the position's essential functions.

Physical Skills:

- Work requires some agility and physical strength, such as setting up and breaking down of film sets and equipment, or standing for extended periods of time.
- Occasionally, work may require lifting objects and carrying them (up to 30 lbs. *or more*).

Motor Skills:

- Duties require minimal motor skills for activities such as moving objects, operating a personal computer and/or most other office equipment.

Visual Skills:

- Visual demands require constantly reading documents, and processing information for analytical purposes. Information will be presented in a variety of formats.

This job description does not constitute an employment agreement between the employer and the employee, and is subject to change by the employer, as the needs of the employer and requirements of the job change.